



District 112 Public Relations Manager's Report

District	112	District Public Relations Manager	Elizabeth Viljoen	Report date	June 2021
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PRM Status

- Online – since the previous report:
 - District 112 Toastmasters' upgraded [District website](#) has been published. We are also finalist in [The Access Alliance People's Choice Accessible Business Awards](#) for Digital Spaces. What an honour!
 - **Facebook**
 - The [District Facebook page](#) grew with 13 likes to **783** and 14 followers to **854** followers (outward communication – marketing)
 - The [District Facebook group](#) gained 19 members to **331** (inward communication – membership retention). Members are becoming more confident to take part in the conversation, but posting and commenting.
 - The [VPPR Facebook Group](#) has **63** members.
 - The District 112 PRM now also contributes on the [Region 12 Facebook group](#) as an administrator – currently 590 members.
 - The [District 112 Instagram](#) account is more active and now have **168** followers.
 - The [District LinkedIn](#) page has gained 61 followers and now has **212** followers.
 - The [District YouTube](#) channel has gained 14 subscribers and now has **93** subscribers. Playlists include:
 - Communication from District Leaders (video newsletters and other)
 - Reasons to join Toastmasters, Speech Contest Winner
 - VPPR Workshops
 - District 112 Awards and Recognition
 - Pathways Workshop (Division P: Isabel Carter, DTM, Jess Vargas, various panel members)
 - Division R Workshops (Neville Isherwood, DTM)
 - Communication is Confidence
 - Zoom meetings for Toastmasters Clubs
 - Lauren Parsons Tips for Toastmasters Clubs
- ★ **ACTION:** Please encourage Toastmasters New Zealand North members and guests to **actively** engage by joining, liking, sharing, and commenting on our social media platforms. Members are encouraged to post on the Facebook group.
- **Newsletter:**
 - The **12 monthly newsletters** included video newsletters and reports from the District Director, Programme Quality Director, Club Growth Director, Public Relations Manager, and also includes important messages from the Immediate Past District Director, member spotlights and rewards, and other activities. The newsletter has **2823** subscribers.
 - Members received the link via email, and a link is also posted to the website and social media.
 - A final newsletter will be send out at the end of June 2021
- **Emails:**

- Mike Diggins, DTM, offered to answer queries via info@d112tm.org.nz.
- Emails forwarded from Administration Manager of District 72 that is listed as “Toastmasters New Zealand” includes inquiries regarding Speechcraft courses and how to find and join clubs in District 112.

District Challenges

Issues	Solutions
People interested in Speechcraft courses and Toastmasters clubs in District 112 are still contacting District 72 via their website “Toastmasters New Zealand”	District 72 has entered into communication to have a better solution for the new Toastmasters year, which includes a landing page with links to both District websites.
Clubs need promotion, but most clubs are working hard at creating and maintaining both a local and online presence	Many clubs had Open House meetings. We also launched various campaigns (see below)

Events and other newsworthy items

- **District events:** Photos of the District Conference and Awards Dinner is available on our website. More will be uploaded soon.
- **Current membership building campaigns:**
 - **Stuff** – printed advertisements: Waikato Times and Taranaki Daily News (5 and 9 June); Sponsored content nationwide (10 June – 7 July), Roadblock Display Ads with article (10 June – 7 July), Native offer nationwide (10 June – 7 July), Neighbourly featured post in Waikato, Bay of Plenty, Taranaki (11 – 15 June)
 - **Digital billboards** – Hamilton
- **Current membership retention campaigns:**
 - **Speciality List** (Rose Oosthuysen, DTM, and Shane Fenton, DTM)
 - **Member spotlight:** Videos uploaded to YouTube – interview with Bradley Thompson (District 112 Winner of International Speech Contest)

Support for PRM: Forming TEAMS for the next few years

- Would you like to get involved in a project to support the District? Please contact the Public Relations Manager, Elizabeth Viljoen, via email: prm@d112tm.org.nz
- We are creating Public Relations teams for Divisions

Support for VPPRs

- **VPPR Training** – informational videos for Division and Area Directors
- **VPPR Folder** on [Google Drive](#) and [Club Officer resources](#) on website

Membership Building Campaigns

Program	Program Dates	Details
Beat the Clock	1 May to 30 June 2021	Beat the Clock is a great motivator for finishing the year on schedule—on time and with record membership numbers. Add five new, dual, or reinstated members with a join date between May 1 and June 30 Beat the Clock Ribbon 10% discount off shop orders